

## ***Non-Profit and Community Based Organizations Subcommittee***

Co-Chair, Mary Washington, Parks & People and Angela Fraser, Mayor's Office of Neighborhoods

### **WHO**

The purview of the Non-Profit and Community Based Organizations (NP&CBO) Subcommittee is extremely broad. Due to the diverse audience served by NP&CBOs, the target audience of the subcommittee consists of all factors that characterize hard to count populations. The sheer number of in Baltimore City explains the diverse target audience for this subcommittee. There are 592 non-profit organizations in Baltimore that are members of Maryland Association of Non-Profit Organizations (MANO)<sup>1</sup> and approximately 325 active community-based organizations in the city (Mayor's Office of Neighborhoods). The non-profit organizations in the city cover a wide spectrum of causes from Arts and Culture, Education, Crime, Employment, Nutrition, Housing, Youth Development, Social Action, Community Improvement and Religion, and consequently attract and assist varying and diverse audiences.

After the 2000 Census, the Census Bureau identified housing, demographic, and socioeconomic variables which correlate with a low Mail Response Rate. These variables include vacant housing units, renter-occupied housing units, non husband/wife households, less than a High School degree, and poverty (Visser, 5). Since the target audience of the Non-Profit subcommittee is made up of individuals who fall under each of these hard-to-count variables, an awareness of the rate of these variables in Baltimore city is critical.

In 2000, 14.1% of Baltimore city residents lived in neighborhoods with vacant housing units, compared to 9.0% nationwide. 49.7% of Baltimore city residents lived in renter-occupied housing units, compared to 33.8% nationwide. 73.3% of Baltimore city residents did not live in husband/wife households, compared to 36.6% nationwide. 31.6% of Baltimore city residents did not have high school graduate degrees, compared to 19.6% nationwide and 22.9% of Baltimore city residents lived below the poverty line in 2000, compared to 8.5% in Maryland and 12.4% nationwide. The Census Bureau identified three factors causing high hard to count rates in 2000. The three factors are economic disadvantage, single unattached mobiles, and high density ethnic enclaves. Given this information, the Non-Profit subcommittee will focus on targeting those Non-Profit and Community groups that work with Baltimore residents who fall into these three categories.

### **HOW**

The subcommittee will implement a marketing strategy to address the barriers to filling out the Census form, for the traditionally undercounted populations in Baltimore city who are served by the city's Non-Profits and Community groups. The following barriers to filling out the Census form for the target audience were identified by the subcommittee: illiteracy and language barriers, transience/non-permanent residence, general concerns about confidentiality and safety, and a lack of understanding of the purpose and function of the Census. These barriers stem from the fact that the majority of the target audience is economically disadvantaged, single unattached mobiles, and/or individuals living in high density ethnic enclaves. In order to overcome these barriers the subcommittee will convey the direct benefit of filling out the Census, and the safe, quick, and confidential nature of the Census to the target audience.

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<sup>1</sup> <http://www.marylandnonprofits.org/>

### Communication tools to reach the diverse target audience

- Place Census mailers in utility bills
- Distribute Census information among business owners through the Main Street Program Managers
- Put up posters in public places frequented by the target audience.
- Create a citywide messaging and publicity campaign, using TV and Radio outlets for Public Service Announcements, specifically Radio One, 92Q, PBS Stations, TV 25 and TV77.

### Organize Community Based activities to encourage Census participation

- Facilitate “form filling out parties” in some of the traditionally hardest to count neighborhoods, including Upton and Druid Heights
- Initiate activities in public service offices, such as the Mayor’s Office of Employment Development.
- Attend fairs and festivals and empower all City agencies’ community liaisons to encourage Census participation at community meetings.
- Train Neighborhood Ambassadors in the city’s Clean, Green, Health and Safe focus areas on how to apply to partner with the Census Bureau.

### **WHEN**

#### January

- Census information in utility bills
- City agencies’ community liaisons encourage Census participation at community meetings, train community leaders in how to apply to partner with the Census Bureau.

#### February

- Census information in utility bills
- Census information to Main Street Managers
- Posters put up in public places frequented by the target audience
- City agencies’ community liaisons encourage Census participation at community meetings

#### March

- Replenish Census information to business owners through Main Street Managers program
- Posters remain up in public places frequented by the target audience
- Public Service Announcements to encourage residents to fill out the form and mail it back by April 1, Census Day.
- City agencies’ community liaisons encourage Census participation at community meetings

#### March 15-April 1

- “Form filling out parties” in traditionally hard to count neighborhoods
- City agencies’ community liaisons encourage Census participation at community meetings

### **WHERE**

- Community Action Centers (CAC)
- Food Pantries
- Banks
- Stadiums, Arenas
- Shopping Centers

- Baltimore Career Centers
- Libraries
- Recreation and Park Centers
- Daycare Centers
- CDCs
- Hospitals
- Local Markets
- Health Clinics, Health Department
- Merchants Associations

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